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**A STUDY ON THE SERVICE QUALITY SATISFACTION
AMONG EXECUTIVE POSTGRADUATE STUDENTS**

MOHD FIRDAUS BIN IBRAHIM



**UNIVERSITI UTARA MALAYSIA
AUGUST 2019**

**A STUDY ON THE SERVICE QUALITY SATISFACTION AMONG
EXECUTIVE POSTGRADUATE STUDENTS**

**By
MOHD FIRDAUS BIN IBRAHIM**



**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Partial Fulfilment of the Requirement for the Master of Science
(Management)**



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ABSTRACT

The purpose of this study is to identify the relationship between service quality dimension and satisfaction among postgraduate executive student. This study applied HEdPERF (Higher Education Performance) scale to measure service quality satisfaction in the higher education institution. The dimensions that involve in this study are academic aspect, non-academic aspect, access, program issues and reputation. The method used is a structured questionnaire emailed to 400 postgraduates executive student. The analysis involved in this study is descriptive analysis, factor analysis, correlation analysis and regression analysis. The finding of found that only access and reputation are correlated to postgraduate executive student satisfaction on service quality. The finding highlighted the importance of access and reputation when dealing with post graduates programs to higher institution and scholar so that appropriate strategies could be formulated to increase postgraduate executive student satisfaction toward service quality in higher education institution.

Keywords: *service quality, student satisfaction, adult learners, executive program*



ABSTRAK

Tujuan kajian ini adalah untuk mengenalpasti hubungan antara dimensi kualiti perkhidmatan dan kepuasan dalam kalangan pelajar sarjana eksekutif. Penyelidikan ini mengaplikasikan skala HEdPERF (Prestasi Pendidikan Tinggi) untuk mengukur kualiti perkhidmatan di institusi pengajian tinggi. Dimensi yang terlibat di dalam kajian ini adalah aspek akademik, aspek bukan akademik, akses, isu program dan reputasi. Kaedah yang digunakan adalah borang soal selidik yang diemel kepada 400 orang pelajar sarjana eksekutif. Analisis yang terlibat di dalam kajian ini adalah analisis diskriptif, analisis faktor, analisis korelasi dan analisis regresi. Hasil dapatan mendapati hanya akses dan reputasi mempunyai hubungan dengan kepuasan dalam kalangan pelajar sarjana eksekutif terhadap kualiti perkhidmatan. Dapatan kajian menunjukkan kepentingan akses dan reputasi apabila berurusan dengan program sarjana kepada institusi pengajian tinggi dan penyelidik supaya strategi yang bersesuaian dapat diformulakan untuk meningkatkan kepuasan pelajar sarjana eksekutif terhadap kualiti perkhidmatan institusi pengajian tinggi.

Katakunci: *kualiti perkhidmatan, kepuasan pelajar, pelajar dewasa, program eksekutif*



ACKNOWLEDGEMENT

In the name of Allah (SWT), the most Compassionate and the most Merciful, to whom I owe the strength and sense of purpose that, enable me to undertake this dissertation, and without His grace and blessings, it would not have been completed. Also, Salawat and Salam to Prophet Muhammad (SAW), his family and his companions.

The success and final outcome of this project paper required a lot of guidance and assistance from many people and I am extremely fortunate to have them along the completion of my project paper. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

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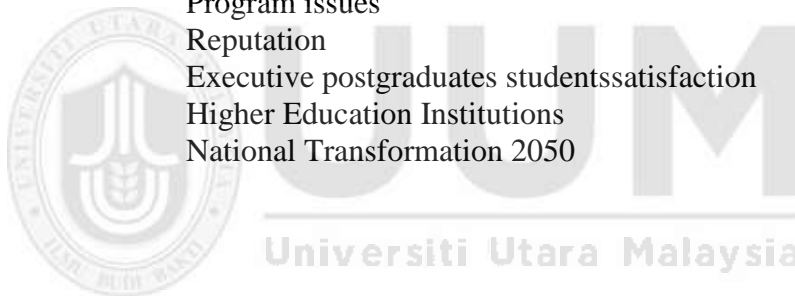
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LIST OF ABBREVIATIONS

MOHE	Ministry of Higher Education
LLL	LifeLong Learning
SBU	Strategic Business Unit
UMCCed	University Malaya Centre of Continuing Education
UiTM	Universiti Teknologi MARA
INED	Institute of Neo Education
UKM	Universiti Kebangsaan Malaysia
PKP	Pusat Kembangan Pendidikan
HEdPERF	Higher Education Performance
SERVQUAL	Service Quality
SERVPERF	Service Performance
DV	Dependent Variable
IVs	Independent Variables
SPSS	Statistical Package for the Social Sciences Software
AA	Academic aspect
NA	Non-academic aspect
A	Access
PI	Program issues
R	Reputation
AS	Executive postgraduates studentssatisfaction
HEI	Higher Education Institutions
TN50	National Transformation 2050



CHAPTER 1

INTRODUCTION

1.1 Background of the study

The number of higher institutions in Malaysia has increased marginally in the past decade. Currently in 2019, there are 20 public universities in and more than 90 private institutions across Malaysia based on statistic by Study Malaysia website. Based on 2019 polytechnic list on Jabatan Pendidikan Politeknik Malaysia website, there were 33 polytechnics in Malaysia. The list of education provider in Malaysia continued with public and private academy, institute, education centre and others. The numbers of education provider keep increasing and it is good for the Malaysian since they will have more choices to study in Malaysia without needed to go abroad with extra cost. But the quality of education provider the lecturers, programs offered and the facilities is the main concern to produce quality student. In order achieve the overall quality, education institution must fulfil the entire requirement stated by the governance body.

The competition also steadily growing inside this industry due to the increasing number of public and private universities in Malaysia. The competition is very fierce, especially for public universities where they need to compete with others public universities and also with private institution. Public universities nowadays also need to rely on their capabilities to generate income by their own. Public university can generate their income through different channels such as providing executive program or unsubsidized program from the government, short courses, talk and seminar, expertise services for example as advisor or researcher in their expertise area, producing books

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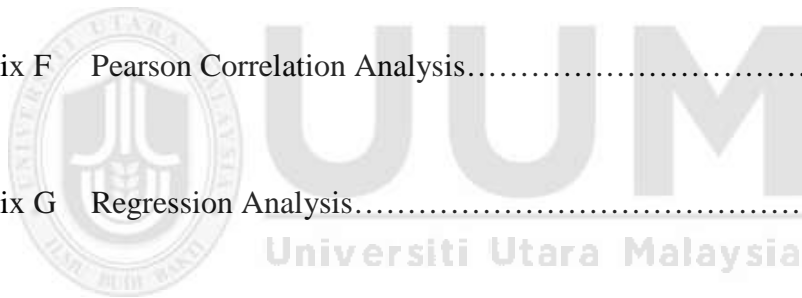
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APPENDIX A - QUESTIONNAIRE



UNIVERSITI UTARA MALAYSIA

Dear Respondents,

I am a postgraduate student of University Utara Malaysia and conducting a survey on the factors that contribute to the entrepreneurial intention among Malaysian university student to fulfil the Master's requirement of the University.

I understand recognize that your time is valuable and many demands are made upon it by your heavy workload. However, your participation in this survey, which will require only about 10-15 minutes of your time, is vital to the success of this study.

All information provided in this questionnaire will be confidential for the present study purposes. No information pertaining to individuals will be divulged to any third person or organization. In sum, the information obtained in this study will be used purely for academic purposes only.

Should you have any queries regarding this research please do not hesitate to contact me at m.dausibrahim@gmail.com or call me at 017-9228556. Thank you very much for your cooperation in responding to the questionnaire. Your participation in this study is greatly appreciated.

MOHD FIRDAUS IBRAHIM

MSc (Management)

**SOAL SELIDIK FAKTOR YANG MENYUMBANG KEPADA KEPUASAN KUALITI
PERKHIDMATAN DI KALANGAN PELAJAR SARJANA EKSEKUTIF UKM**
(SURVEY OF FACTORS THAT CONTRIBUTE TO THE SERVICE QUALITY SATISFACTION
AMONG UKM EXECUTIVE POSTGRADUATE STUDENTS)

Bahagian A: Maklumat Demografi

Section A: Demographic Information

Sila tanda (☐) pada ruangan yang bersesuaian atau isi pada tempat kosong, yang mana bersesuaian.

Please check (☐) in the appropriate box or fill in the blank, where appropriate.

1. Jantina anda (*Your gender*):

☐ Lelaki (*Male*)

☐ Perempuan (*Female*)

2. Umur anda (*Your age*):

☐ 25 - 35 tahun (*years*)

☐ 36 - 39 tahun (*years*)

☐ 40 dan keatas (*and above*)

3. Taraf perkahwinan anda (*Your marital status*):

☐ Bujang (*Single*)

☐ Berkahwin (*Married*)

☐ Berceraai (*Divorced*)

4. Tahap pendidikan tertinggi anda (*Your highest educational level*):

☐ Diploma

☐ Sarjana muda (*Bachelor's degree*)

☐ Sarjana (*Master's degree*)

☐ Lain-lain (*Others*): _____

5. Bangsa (*Race*):

☐ Melayu (*Malay*)

☐ Cina (*Chinese*)

☐ India (*Indian*)

☐ Lain-lain (*Others*): _____

7. Status pekerjaan semasa menyambung pengajian (*Status of employment during enrolment*):

☐ Bekerja (*Employ*)

☐ Tidak bekerja (*Unemployed*)

6. Pengalaman bekerja (*Job experiences*):

☐ 1 tahun (*years*)

☐ 2 – 5 tahun (*years*)

☐ 6 – 10 tahun (*years*)

☐ 11 tahun dan keatas (*and above*)

8. Sebab menyambung pengajian (*Reason to continue study*):

☐ Keluarga (*Family*)

☐ Kepuasan diri (*Self-satisfaction*)

☐ Keperluan pekerjaan (*Job requirement*) ☐ Lain-lain (*Others*): _____

9. Fakulti (*Faculty*): _____

10. Semester semasa (*Current semester*):

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

☐ 10

Bahagian B: Faktor Yang Menyumbang Kepada Kepuasan Kualiti Perkhidmatan Di Kalangan Pelajar Sarjana Eksekutif Universiti Kebangsaan Malaysia

Section B: Factors that contribute to the service quality satisfaction among Universiti Kebangsaan Malaysia executive postgraduate students

Nyatakan tahap persetujuan dengan ayat berikut dari 1 (sangat tidak berpuas hati/sangat tidak bersetuju) hingga 5 (sangat berpuas hati/sangat setuju). Bulatkan jawapan anda berpandukan skala di atas.

(Indicate your level of agreement with the following sentences from 1 (Strongly dissatisfied/Strongly disagree) to 5 (Strongly satisfied/Strongly agree). Circle the best answer according to the scale above.

Sangat tidak berpuas hati/Sangat tidak bersetuju (Strongly dissatisfied/Strongly disagree)		Sangat berpuas hati/Sangat setuju (Strongly satisfied/Strongly agree)
1		5

Faktor : Aspek akademik / Factor : Academic aspects					
1	Pensyarah mempunyai pengetahuan yang baik berkaitan kandungan kursus / <i>Lecturers have good knowledge regarding course content</i>	1	2	3	4 5
2	Pensyarah berurusan dengan berhemah / <i>Lecturers deal with courteous manner</i>	1	2	3	4 5
3	Pensyarah memberi respon segera terhadap bantuan yang diminta oleh pelajar / <i>Lecturers immediately respond to student request for assistance</i>	1	2	3	4 5
4	Pensyarah menunjukkan keikhlasan dalam menyelesaikan masalah pelajar / <i>Lecturers show a sincere interest in solving student problem</i>	1	2	3	4 5
5	Pensyarah menunjukkan sikap negatif terhadap pelajar / <i>Lecturers show negative attitude towards students</i>	1	2	3	4 5
6	Pensyarah mempunyai kemahiran komunikasi yang baik / <i>Lecturers have good communication skill</i>	1	2	3	4 5
7	Pensyarah memberi maklumbalas berkaitan kemajuan akademik pelajar / <i>Lecturers provide feedback about student academic progress</i>	1	2	3	4 5
8	Pensyarah memperuntukan masa yang bersesuaian untuk khidmat rundingan / <i>Lecturers allocate convenient time for consultation</i>	1	2	3	4 5
9	Pensyarah mempunyai berpengalaman yang luas / <i>Lecturers have broad experience</i>	1	2	3	4 5
Faktor : Aspek bukan akademik / Factor : Non-academic					
10	Kakitangan PKP menunjukkan keikhlasan dalam menyelesaikan masalah pelajar / <i>PKP staff show a sincere interest in solving student problem</i>	1	2	3	4 5

11	Kakitangan PKP memberi perhatian yang sewajarnya kepada setiap pelajar / <i>PKP staff provide appropriate attention to student</i>	1	2	3	4	5
12	Kakitangan PKP memberi respon segera terhadap bantuan yang diminta oleh pelajar / <i>PKP staff respond immediately to a request for assistance</i>	1	2	3	4	5
13	Aduan dikendalikan dengan segera / <i>Complaints are dealt promptly</i>	1	2	3	4	5
14	Pihak PKP menyimpan rekod pelajar dengan baik / <i>PKP keep student record properly</i>	1	2	3	4	5
15	Pejabat PKP mempunyai masa operasi kurang bersesuaian / <i>PKP offices have inconvenient opening hours</i>	1	2	3	4	5
16	Kakitangan PKP menunjukkan sikap positif terhadap pelajar / <i>PKP staff show positive attitude towards students</i>	1	2	3	4	5
17	Kakitangan PKP mempunyai kemahiran komunikasi yang baik / <i>PKP staff have good communication skills</i>	1	2	3	4	5
18	Kakitangan PKP mempunyai pengetahuan yang baik berkaitan prosedur / <i>PKP staff have good knowledge of the procedures</i>	1	2	3	4	5
19	Pelajar merasa yakin berurusan dengan PKP / <i>Student feel confident dealings with PKP</i>	1	2	3	4	5
20	PKP menawarkan perkhidmatan dalam tempoh masa yang munasabah / <i>PKP provides services within reasonable time frame</i>	1	2	3	4	5
21	Kakitangan PKP menghormati kerahsiaan pelajar apabila maklumat didedahkan kepada mereka / <i>PKP staff respect student confidentiality when disclosed information to them</i>	1	2	3	4	5
Faktor : Akses / Factor : Access						
22	Pelajar dilayan secara saksama oleh semua kakitangan / <i>Students are treated equally by the all staffs</i>	1	2	3	4	5
23	Pelajar mempunyai kebebasan yang dalam menyatakan pendapat / <i>Students have freedom in expressing their opinions</i>	1	2	3	4	5
24	Semua kakitangan mudah dihubungi / <i>The staffs easy to be contacted</i>	1	2	3	4	5
25	UKM mempunyai perkhidmat kaunseling yang baik / <i>UKM have good counselling services</i>	1	2	3	4	5
26	Suara pelajar didengari / <i>Student voice is heard</i>	1	2	3	4	5
27	UKM menghargai maklumbalas pelajar untuk meningkatkan mutu perkhidmatan / <i>UKM values students' feedback to improve service quality</i>	1	2	3	4	5
28	UKM mempunyai prosedur penyampaian perkhidmatan yang baik / <i>UKM has a good service delivery procedure</i>	1	2	3	4	5

Faktor: Isu Program / Factor: Program Issues						
29	UKM menawarkan kepelbagaian program / <i>UKM offers a wide range of programmes</i>	1	2	3	4	5
30	UKM menawarkan program yang mempunyai struktur yang fleksibel / <i>UKM offers programmes with flexible structure</i>	1	2	3	4	5
31	UKM menjalankan program yang berkualiti rendah / <i>UKM runs low quality programs</i>	1	2	3	4	5
Faktor: Reputasi / Factor: Reputation						
32	UKM mempunyai penampilan imej yang professional / <i>UKM has a professional image appearance</i>	1	2	3	4	5
33	Kemudahan pembelajaran adalah baik / <i>Academic facilities are good</i>	1	2	3	4	5
34	Kemudahan rekreasi adalah baik / <i>Recreational facilities are good</i>	1	2	3	4	5
35	Kapasiti pelajar di dalam kelas adalah optimum / <i>Student capacity in the class are optimum</i>	1	2	3	4	5
36	UKM mempunyai susun atur kampus yang ideal / <i>UKM has an ideal campus layout</i>	1	2	3	4	5
37	UKM menawarkan program akademik yang mempunyai reputasi yang tinggi / <i>UKM offers highly reputable academic programs</i>	1	2	3	4	5
Kepuasan Pelajar / Student Satisfaction						
1	Saya berpuas hati dengan keputusan saya untuk mengikuti program di UKM / <i>I am satisfied with my decision to attend UKM</i>	1	2	3	4	5
2	Jika saya diberi peluang melanjutkan pengajian sekali lagi, saya akan memilih UKM / <i>If have a choice to do it all over again, I still will enrol in UKM</i>	1	2	3	4	5
3	Keputusan saya untuk mendaftar di UKM ini merupakan keputusan yang bijak / <i>My choice to enrol in UKM is a wise one</i>	1	2	3	4	5
4	Saya berpuas hati dengan keputusan saya mendaftar di UKM / <i>I am satisfied on my decision to enrol in UKM</i>	1	2	3	4	5
5	Saya membuat pilihan yang salah apabila saya membuat keputusan mendaftar di UKM / <i>I did the wrong decision when I decided to enroll in UKM</i>	1	2	3	4	5
6	Saya gembira mendaftar di UKM / <i>I am happy that I enrolled in UKM</i>	1	2	3	4	5

APPENDIX B – DEMOGRAPHIC ANALYSIS

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	114	32.9	32.9	32.9
	2	233	67.1	67.1	100.0
	Total	347	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	210	60.5	60.5	60.5
	2	69	19.9	19.9	80.4
	3	68	19.6	19.6	100.0
	Total	347	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	137	39.5	39.5	39.5
	2	207	59.7	59.7	99.1
	3	3	.9	.9	100.0
	Total	347	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	270	77.8	77.8	77.8
	3	77	22.2	22.2	100.0
	Total	347	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	238	68.6	68.6	68.6
	2	44	12.7	12.7	81.3
	3	15	4.3	4.3	85.6
	4	50	14.4	14.4	100.0
	Total	347	100.0	100.0	

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	333	96.0	96.0	96.0
	2	14	4.0	4.0	100.0
	Total	347	100.0	100.0	

Job Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	2.6	2.6	2.6
	2	99	28.5	28.5	31.1
	3	116	33.4	33.4	64.6
	4	123	35.4	35.4	100.0
	Total	347	100.0	100.0	

Reason to continue study

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	8.6	8.6	8.6
	2	274	79.0	79.0	87.6
	3	36	10.4	10.4	98.0
	4	7	2.0	2.0	100.0
	Total	347	100.0	100.0	

Faculty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	266	76.7	76.7	76.7
	2	2	.6	.6	77.2
	3	11	3.2	3.2	80.4
	4	30	8.6	8.6	89.0
	5	8	2.3	2.3	91.4
	6	2	.6	.6	91.9
	7	14	4.0	4.0	96.0
	8	6	1.7	1.7	97.7
	9	8	2.3	2.3	100.0
	Total	347	100.0	100.0	

Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	4.9	4.9	4.9
	2	45	13.0	13.0	17.9
	3	143	41.2	41.2	59.1
	4	109	31.4	31.4	90.5
	5	16	4.6	4.6	95.1
	6	8	2.3	2.3	97.4
	7	1	.3	.3	97.7
	8	5	1.4	1.4	99.1
	10	3	.9	.9	100.0
	Total	347	100.0	100.0	

APPENDIX C – DESCRIPTION ANALYSIS

Demographic Profile

Descriptive Statistics							
	N	Minimum	Maximum	Sum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
Gender	347	1	2	580	1.67	.025	.470
Age	347	1	3	552	1.59	.043	.797
Status	347	1	3	560	1.61	.027	.505
Education	347	2	3	771	2.22	.022	.416
Race	347	1	4	571	1.65	.058	1.088
Employment Status	347	1	2	361	1.04	.011	.197
Job Experience	347	1	4	1047	3.02	.046	.863
Reason to continue study	347	1	4	714	2.06	.028	.518
Faculty	347	1	9	693	2.00	.110	2.053
Semester	347	1	10	1177	3.39	.070	1.309
Valid N (listwise)	347						

Dependent Variables

Descriptive Statistics											
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AS1	347	4	1	5	4.22	.904	.817	-1.313	.131	1.903	.261
AS2	347	4	1	5	3.99	1.083	1.173	-1.061	.131	.589	.261
AS3	347	4	1	5	4.21	.931	.866	-1.404	.131	2.143	.261
AS4	347	4	1	5	4.20	.941	.886	-1.404	.131	2.142	.261
AS5	347	4	1	5	4.20	.926	.857	-1.388	.131	2.151	.261
AS6	347	4	1	5	4.23	.927	.858	-1.389	.131	2.017	.261
Valid N (listwise)	347										

Independent Variables

Descriptive Statistics											
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
AA1	347	3	2	5	4.52	.619	.383	-1.222	.131	1.799	.261
AA2	347	4	1	5	4.34	.726	.527	-1.084	.131	1.524	.261
AA3	347	4	1	5	4.10	.890	.792	-.931	.131	.747	.261
AA4	347	4	1	5	4.26	.823	.677	-1.164	.131	1.570	.261
AA5	347	4	1	5	4.08	1.171	1.372	-1.108	.131	.128	.261
AA6	347	4	1	5	4.22	.770	.594	-1.046	.131	1.835	.261
AA7	347	4	1	5	3.86	.917	.840	-.544	.131	-.147	.261
AA8	347	4	1	5	3.98	.936	.875	-.876	.131	.591	.261
AA9	347	4	1	5	4.48	.698	.487	-1.374	.131	2.258	.261
NA1	347	4	1	5	3.85	.981	.962	-.835	.131	.508	.261
NA2	347	4	1	5	3.78	1.037	1.075	-.860	.131	.480	.261
NA3	347	4	1	5	3.76	1.091	1.190	-.851	.131	.244	.261
NA4	347	4	1	5	3.65	1.063	1.130	-.683	.131	.080	.261
NA5	347	4	1	5	3.88	.981	.962	-.901	.131	.706	.261
NA6	347	4	1	5	3.34	1.202	1.444	-.130	.131	-.946	.261
NA7	347	4	1	5	3.90	.986	.973	-.947	.131	.832	.261
NA8	347	4	1	5	3.86	.999	.998	-.944	.131	.838	.261
NA9	347	4	1	5	3.84	.950	.903	-.777	.131	.470	.261
NA10	347	4	1	5	3.77	1.051	1.104	-.919	.131	.601	.261
NA11	347	4	1	5	3.81	.968	.937	-.798	.131	.433	.261
NA12	347	4	1	5	4.03	.866	.750	-.818	.131	.712	.261
A1	347	4	1	5	3.95	.925	.855	-.927	.131	.866	.261
A2	347	4	1	5	3.89	.983	.967	-1.148	.131	1.390	.261
A3	347	4	1	5	3.51	1.071	1.147	-.496	.131	-.254	.261
A4	347	4	1	5	3.58	.941	.886	-.325	.131	-.080	.261
A5	347	4	1	5	3.67	1.039	1.079	-.697	.131	.164	.261
A6	347	4	1	5	3.83	.990	.980	-.841	.131	.513	.261
A7	347	4	1	5	3.87	.959	.919	-.821	.131	.661	.261
PI1	347	4	1	5	4.35	.707	.499	-1.108	.131	1.871	.261
PI2	347	4	1	5	4.27	.777	.604	-1.150	.131	1.766	.261
PI3	347	4	1	5	4.21	1.017	1.034	-1.145	.131	.380	.261
R1	347	4	1	5	4.32	.775	.601	-1.342	.131	2.579	.261
R2	347	4	1	5	3.98	.943	.890	-.952	.131	.696	.261
R3	347	4	1	5	3.89	.938	.880	-.809	.131	.535	.261
R4	347	4	1	5	3.90	.943	.890	-.931	.131	.896	.261
R5	347	4	1	5	3.85	.954	.910	-.775	.131	.443	.261

R6	347	4	1	5	4.26	.773	.597	-1.240	.131	2.425	.261
Valid N (listwise)	347										



APPENDIX D – RELIABILITY TEST

Academic Aspect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.899	.914	9

Item Statistics

	Mean	Std. Deviation	N
AA1	4.52	.619	347
AA2	4.34	.726	347
AA3	4.10	.890	347
AA4	4.26	.823	347
AA5	4.08	1.171	347
AA6	4.22	.770	347
AA7	3.86	.917	347
AA8	3.98	.936	347
AA9	4.48	.698	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AA1	33.32	28.067	.636	.499	.892
AA2	33.50	26.343	.772	.663	.882
AA3	33.74	24.908	.779	.679	.879
AA4	33.58	25.128	.826	.740	.876
AA5	33.76	27.012	.348	.186	.924
AA6	33.62	25.722	.807	.688	.878
AA7	33.97	26.257	.588	.463	.895
AA8	33.86	24.688	.759	.648	.880
AA9	33.36	26.770	.743	.600	.884

Non-academic Aspect

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.960	.963	12

Item Statistics

	Mean	Std. Deviation	N
NA1	3.85	.981	347
NA2	3.78	1.037	347
NA3	3.76	1.091	347
NA4	3.65	1.063	347
NA5	3.88	.981	347
NA6	3.34	1.202	347
NA7	3.90	.986	347
NA8	3.86	.999	347
NA9	3.84	.950	347
NA10	3.77	1.051	347
NA11	3.81	.968	347
NA12	4.03	.866	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NA1	41.61	86.781	.882	.846	.955
NA2	41.68	85.674	.891	.862	.954
NA3	41.70	84.880	.885	.847	.954
NA4	41.81	85.297	.887	.827	.954
NA5	41.58	87.949	.812	.702	.957
NA6	42.12	96.652	.244	.090	.975
NA7	41.56	86.502	.893	.838	.954
NA8	41.60	86.790	.863	.788	.955
NA9	41.62	87.277	.883	.815	.955
NA10	41.69	85.646	.879	.828	.955
NA11	41.65	86.967	.884	.810	.955
NA12	41.43	90.575	.760	.641	.958

Access

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.946	.946	7

Item Statistics

	Mean	Std. Deviation	N
A1	3.95	.925	347
A2	3.89	.983	347
A3	3.51	1.071	347
A4	3.58	.941	347
A5	3.67	1.039	347
A6	3.83	.990	347
A7	3.87	.959	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
A1	22.34	27.475	.806	.680	.939
A2	22.40	27.091	.790	.694	.940
A3	22.78	26.331	.789	.629	.941
A4	22.71	27.953	.734	.592	.945
A5	22.62	25.785	.880	.793	.932
A6	22.46	26.295	.874	.818	.933
A7	22.42	26.614	.870	.805	.933

Program Issues

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.707	.740	3

Item Statistics

	Mean	Std. Deviation	N
PI1	4.35	.707	347
PI2	4.27	.777	347
PI3	4.21	1.017	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI1	8.48	2.239	.616	.553	.537
PI2	8.56	2.022	.640	.568	.483
PI3	8.62	1.918	.387	.152	.849

Reputation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.907	6

Item Statistics

	Mean	Std. Deviation	N
R1	4.32	.775	347
R2	3.98	.943	347
R3	3.89	.938	347
R4	3.90	.943	347
R5	3.85	.954	347
R6	4.26	.773	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
R1	19.88	14.670	.695	.539	.895
R2	20.22	13.295	.758	.626	.885
R3	20.31	13.169	.785	.654	.881
R4	20.29	13.486	.725	.533	.891
R5	20.35	13.518	.708	.521	.893
R6	19.94	14.219	.786	.646	.883

Student Satisfaction

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.977	6

Item Statistics

	Mean	Std. Deviation	N
SS1	4.22	.904	347
SS2	3.99	1.083	347
SS3	4.21	.931	347
SS4	4.20	.941	347
SS5	4.20	.926	347
SS6	4.23	.927	347

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SS1	20.82	21.039	.878	.775	.974
SS2	21.05	19.888	.836	.703	.981
SS3	20.82	20.336	.945	.917	.968
SS4	20.84	20.107	.965	.949	.966
SS5	20.84	20.292	.958	.946	.967
SS6	20.81	20.347	.949	.914	.967

APPENDIX E – FACTOR ANALYSIS TEST

Academic Aspect

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.921
Bartlett's Test of Sphericity	Approx. Chi-Square	2026.113
	df	36
	Sig.	.000

Component Matrix^a

	Component
	1
A1	.732
A2	.836
A3	.846
A4	.883
A5	.423
A6	.868
A7	.685
A8	.822
A9	.815

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Non Academic Aspect

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.960
Bartlett's Test of Sphericity	Approx. Chi-Square	4934.398
	df	66
	Sig.	.000

Component Matrix^a

	Component
	1
NA1	.910
NA2	.916
NA3	.909
NA4	.910
NA5	.847
NA6	.272
NA7	.921
NA8	.895
NA9	.911
NA10	.909
NA11	.906
NA12	.801

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

Access

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	2264.789
	df	21
	Sig.	.000

Component Matrix^a

	Component
	1
AC1	.858
AC2	.848
AC3	.845
AC4	.799
AC5	.917
AC6	.913
AC7	.910

Extraction Method:

Principal Component

Analysis.

a. 1 components
extracted.

Program Issues

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.621
Bartlett's Test of Sphericity	Approx. Chi-Square	331.274
	df	3
	Sig.	.000

Component Matrix^a

	Component
	1
P1	.884
P2	.899
P3	.642

Extraction Method:

Principal Component

Analysis.

a. 1 components
extracted.



Reputation

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1261.885
	df	15
	Sig.	.000

Component Matrix^a

	Component
	1
R1	.793
R2	.838
R3	.856
R4	.811
R5	.799
R6	.861

Extraction Method:

Principal Component

Analysis.

a. 1 components
extracted.



Student Satisfaction

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.942
Bartlett's Test of Sphericity	Approx. Chi-Square	3493.162
	df	15
	Sig.	.000

Component Matrix^a

	Component
	1
S1	.914
S2	.882
S3	.964
S4	.978
S5	.973
S6	.967

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

APPENDIX F – PEARSON CORRELATION ANALYSIS

		Correlations					
		SS	AA	NA	A	PI	R
S	Pearson Correlation	1	.069	-.012	.646**	-.069	.643**
	Sig. (2-tailed)		.200	.818	.000	.202	.000
	N	347	347	347	347	347	347
AB	Pearson Correlation	.069	1	.030	.019	-.027	.077
	Sig. (2-tailed)	.200		.582	.730	.610	.151
	N	347	347	347	347	347	347
NB	Pearson Correlation	-.012	.030	1	-.050	.093	.071
	Sig. (2-tailed)	.818	.582		.354	.082	.185
	N	347	347	347	347	347	347
AC	Pearson Correlation	.646**	.019	-.050	1	-.026	.669**
	Sig. (2-tailed)	.000	.730	.354		.623	.000
	N	347	347	347	347	347	347
P	Pearson Correlation	-.069	-.027	.093	-.026	1	.031
	Sig. (2-tailed)	.202	.610	.082	.623		.567
	N	347	347	347	347	347	347
R	Pearson Correlation	.643**	.077	.071	.669**	.031	1
	Sig. (2-tailed)	.000	.151	.185	.000	.567	
	N	347	347	347	347	347	347

** . Correlation is significant at the 0.01 level (2-tailed).

APPENDIX G – REGRESSION ANALYSIS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	R, PI, AB, NB, AC ^b		. Enter

a. Dependent Variable: S

b. All requested variables entered.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.019	5	28.204	69.178	.000 ^b
	Residual	139.025	341	.408		
	Total	280.044	346			

a. Dependent Variable: S

b. Predictors: (Constant), R, P, AB, NB, AC

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.012	.383		2.643	.009
	AA	.043	.054	.030	.794	.428
	NA	-.016	.041	-.015	-.396	.692
	A	.402	.054	.384	7.396	.000
	PI	-.088	.050	-.068	-1.773	.077
	R	.474	.064	.387	7.417	.000

a. Dependent Variable: S